

## CONTRACT

|                     |                 |                          |               |
|---------------------|-----------------|--------------------------|---------------|
| Product             |                 | Carl DeMaio for Mayor    |               |
| Contract Dates      |                 | 10/15/12 - 10/21/12      | C15C21        |
| Advertiser          |                 | Carl DeMaio for Mayor    |               |
| Contract / Revision |                 | 378737 /                 | Alt Order #   |
| Estimate #          |                 | Original Date / Revision |               |
| Contract Dates      |                 | 10/15/12 - 10/21/12      | C15C21        |
| Advertiser          |                 | Carl DeMaio for Mayor    |               |
| Billing Cycle       |                 | Billing Calendar         | Cash/Trade    |
| EOM/EOC             |                 | Broadcast                | Cash          |
| Station             |                 | Account Executive        | Sales Office  |
| KSWB                |                 | House House              | San Diego KSW |
| Special Handling    |                 |                          |               |
| Demographic         |                 | Adults 35+               |               |
| IDB#                | Advertiser Code | Product Code             |               |
| Agency Ref          |                 | Advertiser Ref           |               |

**KSWB**  
7191 Engineer Rd.  
San Diego, CA 92111  
(858) 492-9269



Del Cielo Media  
10755 Scripps Poway Parkway  
Suite #550  
San Diego, CA 92131

And:

| *Line  | Ch | Start Date | End Date | Description             | Start/End Time | Days | Length | Spots/Week | Rate       | Type | Spots | Amount      |
|--------|----|------------|----------|-------------------------|----------------|------|--------|------------|------------|------|-------|-------------|
| N 1    | 5  | 10/18/12   | 10/18/12 | NLCs on FOX             | 430p-730pm     |      | :30    | 1          | \$2,000.00 | NM   | 1     | \$2,000.00  |
| Week:  |    | 10/15/12   | 10/21/12 |                         |                |      |        | 1          | \$2,000.00 |      |       |             |
| N 2    | 5  | 10/15/12   | 10/19/12 | M-F 4p-5p               | 4p-5p          |      | :30    | 5          | \$175.00   | NM   | 5     | \$875.00    |
| Week:  |    | 10/15/12   | 10/21/12 |                         |                |      |        | 5          | \$175.00   |      |       |             |
| N 3    | 5  | 10/15/12   | 10/19/12 | M-F 7a-9a               | 7a-9a          |      | :30    | 10         | \$275.00   | NM   | 10    | \$2,750.00  |
| Week:  |    | 10/15/12   | 10/21/12 |                         |                |      |        | 10         | \$275.00   |      |       |             |
| N 4    | 5  | 10/21/12   | 10/21/12 | Su 8a-9a                | 8a-9a          |      | :30    | 1          | \$100.00   | NM   | 1     | \$100.00    |
| Week:  |    | 10/15/12   | 10/21/12 |                         |                |      |        | 1          | \$100.00   |      |       |             |
| N 5    | 5  | 10/15/12   | 10/19/12 | Wkday Late News Rotator | 10P-11P        |      | :30    | 2          | \$500.00   | NM   | 2     | \$1,000.00  |
| Week:  |    | 10/15/12   | 10/21/12 |                         |                |      |        | 2          | \$500.00   |      |       |             |
| N 6    | 5  | 10/15/12   | 10/15/12 | NLCs on FOX             | 430p-730pm     |      | :30    | 1          | \$2,000.00 | NM   | 1     | \$2,000.00  |
| Week:  |    | 10/15/12   | 10/21/12 |                         |                |      |        | 1          | \$2,000.00 |      |       |             |
| N 7    | 5  | 10/17/12   | 10/17/12 | NLCs on FOX             | 1p-4pm         |      | :30    | 1          | \$2,000.00 | NM   | 1     | \$2,000.00  |
| Week:  |    | 10/15/12   | 10/21/12 |                         |                |      |        | 1          | \$2,000.00 |      |       |             |
| Totals |    |            |          |                         |                |      |        |            |            |      | 21    | \$10,725.00 |

**Signature:**

Date:

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. It is the station's policy not to discriminate on the basis of race or ethnicity in its advertising sales contracts.

